



Project Manager Training Program 2014

Session 1: An Overview and What to Expect

October 8, 2014



Overview

A NEW APPROACH TO PROACTIVE COMMUNICATIONS AND COMMUNITY OUTREACH

The School or Site Improvement Team (SIT) plan was developed in partnership with the Government Affairs and Communications Office of the Department of General Services (DGS) and the Project Management team.

Coordination and communication is key as the SIT process hinges on collaboration between the DGS team, the District of Columbia Public Schools (DCPS) and/or DC Department of Parks and Recreation (DPR), each individual Project Manager, other sister agencies and the residents of the District.

THE CHALLENGE

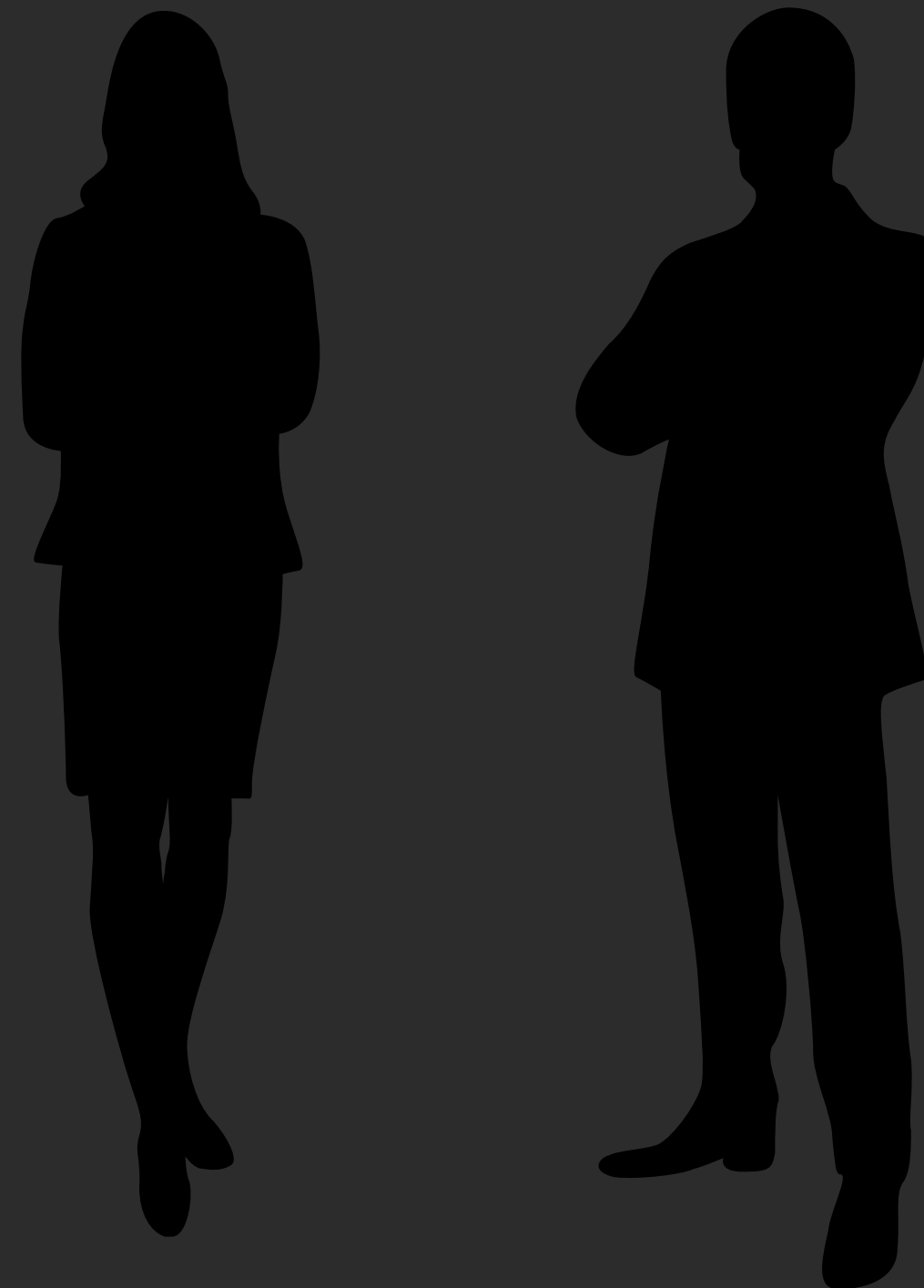
Dynamic environments that affect the community's quality of life.

THE OPPORTUNITY

To shine a light on the vast responsibility and professional work from DGS.

THE METHOD

A well organized, well coordinated effort between each PM and DGS Comms.



THE PITFALLS

Not sharing information, making assumptions, not thinking like the "customer".



THE SUPPORT SYSTEM

PM Training Manual, the Purple Sheet, DGS Comms Team and each other.

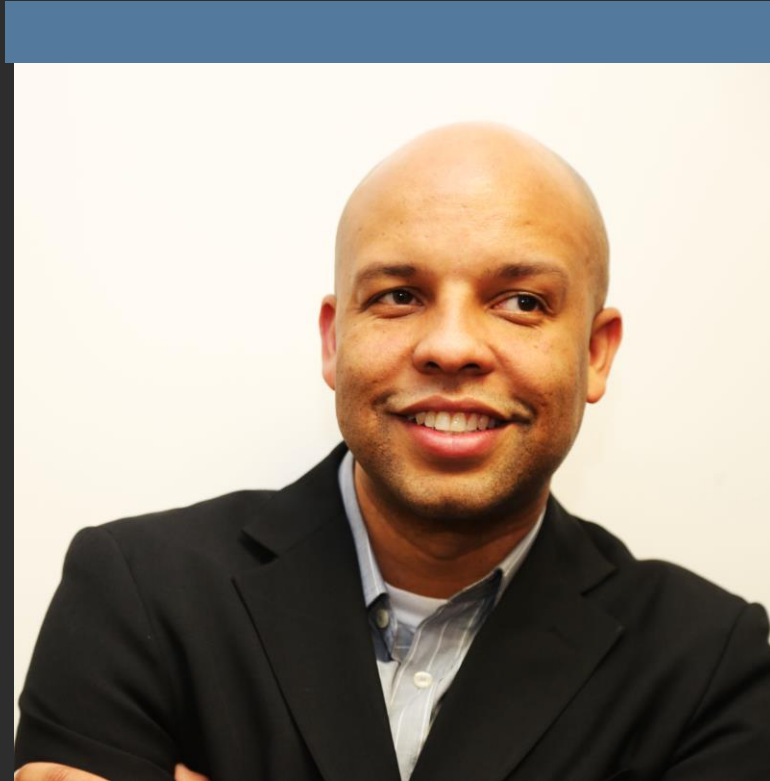


THE GOAL

Little to NO community blowback, eliminate surprises and "last minute".

Training Team and Your Comms Partners

DGS COMMUNICATIONS IS YOUR FIRST LINE OF DEFENSE



Kenny Diggs

Associate Director of Communications and Government Affairs

Dual role gives him insight and responsibility to tell the agency's story and be responsive to the community and government stakeholders.

Available to disarm bombs, such as heated community meetings and emails written in long form.

Prefers to know everything ahead of time and nothing too late.

DREAMS of no more last minute trees removed, unapproved weekend construction and SIT meetings before there is even a SIT.



Jackie Stanley

Community Outreach Specialist

She is the face of DGS to the community and has years of experience working with the community to ensure their voices are heard.

Always available to play devil's advocate and take down every point you believe you have solidly proven.

Cannot walk down the street without seeing at least three people she knows.

DREAMS of a District full of communities that feel respected and projects that go off without a hitch!

Training Team and Your Comms Partners

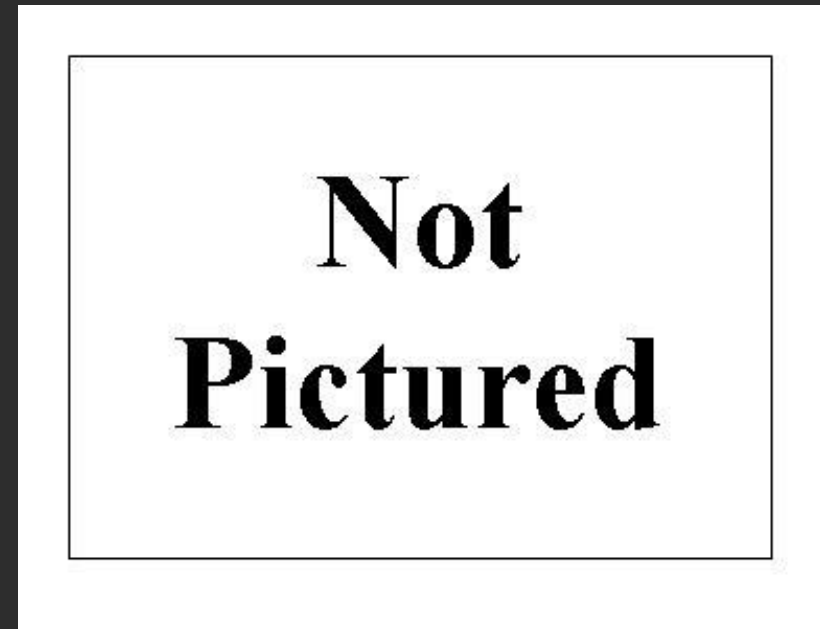
DGS COMMUNICATIONS IS YOUR FIRST LINE OF DEFENSE



Ami Vitori

Communications Strategist

Brand steward, Chief of Look and Feel, Content Generation and Expert Email Responder



Melissa Millar

Government Affairs Specialist

Connector to all things Sister Agency, Council Conduit and General Advocate of Sharing Information ASAP



James Partlow

Digital & Social Media Specialist

Head Tweeter, Facebook Ruler, Champion of Sharing via Digital and Social Means and Photographer on the Move

Mission

TO ELEVATE THE QUALITY OF LIFE IN THE DISTRICT: ONE PROJECT AT A TIME

The SIT Program was created to serve as a communications bridge between the community and the District's agencies and contractors to ensure that the design and construction process would be inclusive and collaborative.

Clear, concise, consistent and repetitive internal and external communications are essential between the Department of General Services (DGS), Agency partners (architects, builders, and subcontractors), District of Columbia Public Schools, DC Department of Parks and Recreation, the Advisory Neighborhood Commissioners (ANCs), parents, students, and community groups, on all modernization projects to ensure that services provided by the Agency are meeting the needs of the clients we serve in the District of Columbia.

Current Pain

MOVING TARGETS AND INVESTED NEIGHBORS

THE PROMISE

The District vowed in 2007 to modernize the school portfolio bringing the District’s facilities into the 21st century.

The District launched in 2012 the Play DC Initiative.

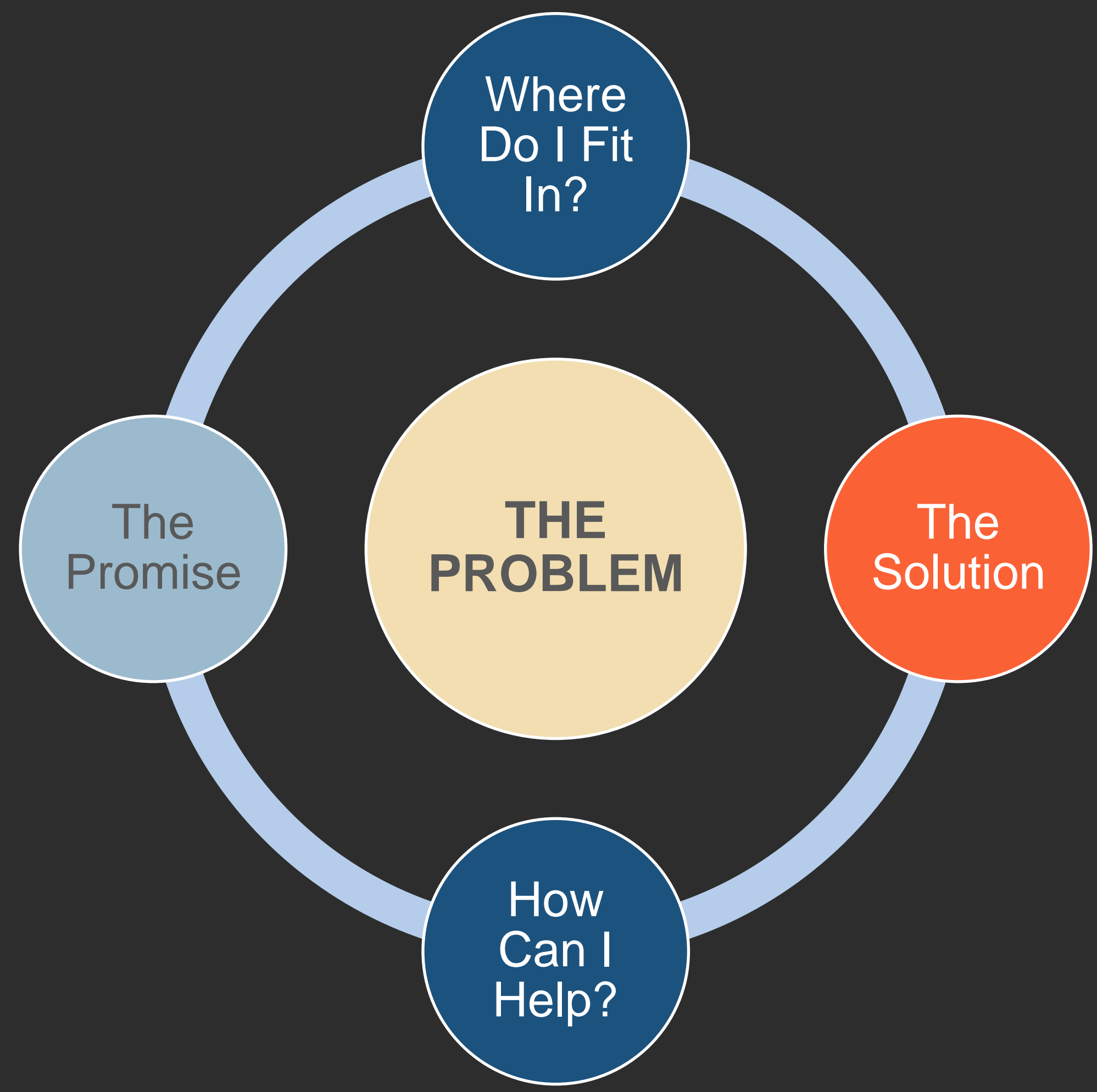
THE PROBLEM

The order, scope and scale of those modernizations has shifted leaving some communities pleased and others feeling slighted.

In addition, we are a victim of our success with completed schools and DPR projects creating additional desires and “needs” in future schools and DPR projects, changing the cost and scope of work.

THE SOLUTION

Communication, communication, communication. While we can’t always deliver good news we can control the message, messenger and deliver it in a timely, clear and consistent manner.



Solution

PROACTIVE COMMUNICATIONS WITH CLEAR AND CONSISTENT MESSAGES



PM Training Program

Benefit from the mistakes of the past by working through past community issues and real-time scenarios that inform each step of the SIT and construction process.

PM Master Grid – The PURPLE Sheet

By following this step-by-step program, PMs are able to anticipate and plan for potential issues, handle hot button issues and work in collaboration with the Communications team to ensure that communities are in the know.,

Collaboration with DGS Comms Team

Your job is to ensure projects are on-time and on-budget. DGS Comms is responsible for the rest. But neither can succeed without the **PROACTIVE** constant and continued sharing of information and potential problems.

PM Website

An all-in-one portal where PMs can manage each of their projects information from milestones to potential issues and generate custom reports. Coming This Winter

PM Website: webuilddc.org

A BETTER TOOL FOR SIMPLIFIED SUCCESS

Still under construction, this website will be a portal for all training materials as well as a repository for project information. Once a PM enters a project, they can track each of the PURPLE Sheet elements, generate reports and updates for Community Meetings and seamlessly share data with the Communications Team.

HOW IT WORKS

Using a database-driven backbone, the DGS PM Website will be the one-stop shop for PMs to manage their project information, brush up on training modules and communicate with the Comms Team.

While there are multiple places for PMs to currently generate reports, the PM Website is geared toward helping PMs manage each of their projects relative to the communities needs and requests.



What to Expect

INSTRUCTION FOR IMPROVED PERFORMANCE

- Monthly session of a tight 45 minutes to address the progressive steps in the PURPLE Sheet.
- Past and real-time scenarios to work through the dynamic nature of community interactions and expectations.
- Interactive group work to foster collaboration with your peers and the Comms Team.
- Structured question and answer to get PMs involved with the training and ensure each person sees how the issues relate to their projects.
- Typical issues?
- How to work best with the Comms Team i.e. Kenny and Jackie?
- What issue can you think of right now that you need help, you will need help with or we should know?

What We Expect

THIS YOUR PLAYBOOK

- SEE BLUE SHEET
- SEE PURPLE SHEET



What We Expect

THIS IS **YOUR** COMMUNITY OUTREACH CALENDAR

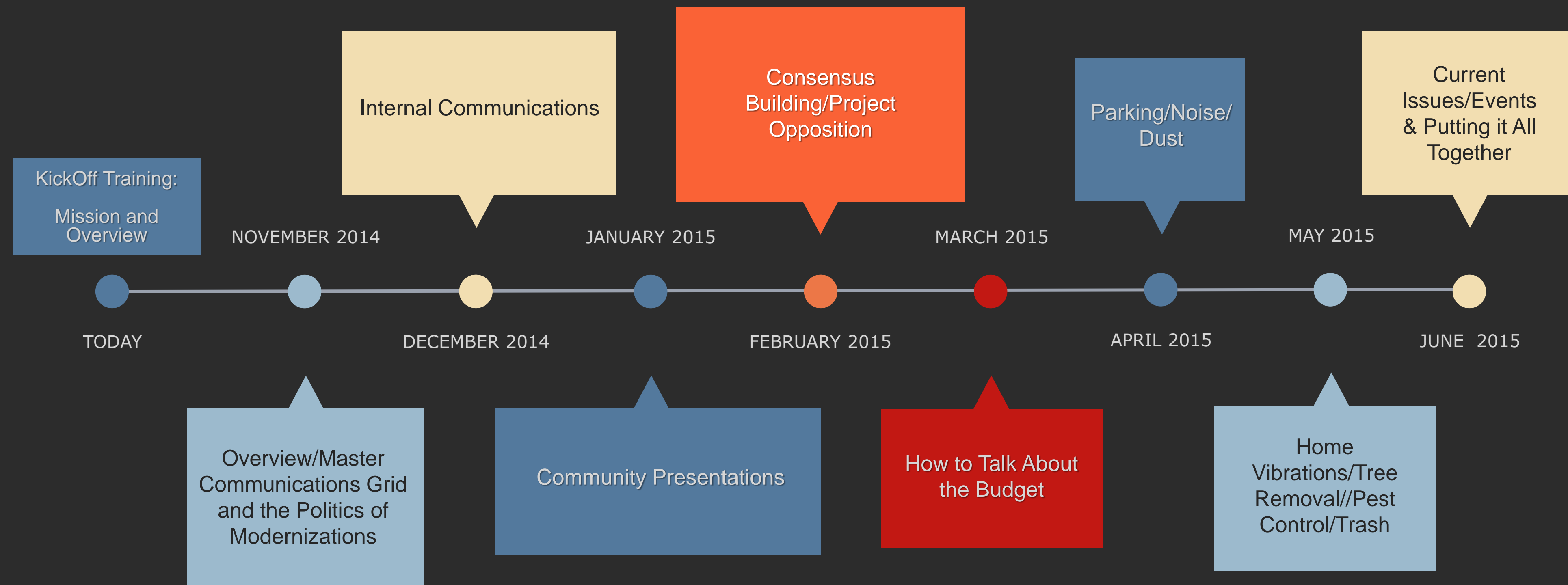
Friendship Park Upcoming Meeting Schedule

Meeting Types	Spring 14			Summer 14			Fall 14			Winter 14		
	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
SIT	5 th	2 nd (cancelled)	7 th	11 th	Email Update	Email Update	3 rd	1 st	5 th	Email Update	TBD	TBD
Community	Email Update	9 th	Email Update	18 th	Email Update	Email Update	10 th	Email Update	Email Update	Email Update	TBD	TBD

PM Training Timeline

NINE MONTH PROGRAM WITH LONG TERM RESULTS

It is imperative that each PM attend and actively participate in ALL of the monthly training sessions. The program progresses across the PURPLE Sheet, which mirrors the timelines of typical DGS construction projects. Along the way, PMs will increase their understanding of **PROACTIVE** communications and enhance their ability to predict and troubleshoot throughout community-related issues their project management.



Questions? Contact Us.

DGS COMMS TEAM IS YOUR BEST RESOURCE FOR SUCCESS

Reach out to Kenny Diggs:

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Reach out to Jackie Stanley:

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✉️ jackie.stanley@dc.gov

TAKE THE SURVEY AT: https://www.surveymonkey.com/s/PM_Training1